

SHAPING OUR FUTURE

VOLUME ONE

MASTERTON DISTRICT COMMUNITY OUTCOMES

Front Cover
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Introduction from the Mayor

In 2005/06 Masterton District Council facilitated a process to identify what the people of Masterton wanted the district to be like over the ten years to 2016. These outcomes have been carried over into the 2009/19 Long Term Council Community Plan with some new projects and measures that were not available in 2006.

The goals and visions that were identified formed the basis of our Community Outcomes. These outcomes provided direction from our community for the Council, central government and other groups and organisations in the District. Identified and developed by the people of Masterton, these outcomes belong to you and reflect what is important to our community.

Achieving these goals will require partnerships and collaboration across sectors and groups. No organisation or individual alone can fully deliver all of the outcomes identified, so we will all need to work together.

The Long Term Council Community Plan in Volume 2 of Shaping Our Future is an outline of how the Council intends to contribute to the outcomes. The Council has reviewed its services and service delivery to ensure it is contributing to the goals and desires identified by the community. Other agencies and organisations will outline their contributions in similar planning documents.

The Council's progress towards achieving the outcomes is measured and reported to you each year in the Council's Annual Report. Our progress as a community is reported every three years in the Community Outcomes document.

We will review the outcomes for the 2012 Long Term Plan and again at least every six years.

This year we are not seeking submissions on the outcomes themselves although we welcome any comments. We are seeking advice of any projects that are under way that we should add to the outcomes. We would also appreciate any ideas from you about how we could make progress towards achieving the outcomes.

Yours

Garry Daniell
MAYOR



What We Want Masterton to be Like in 10 Years

- Our environment will be clean and green
- Our people will be educated and knowledgeable
- Everyone will have equal opportunities to participate
- Our community will be vibrant, strong and healthy
- Our transport systems will be accessible, safe and efficient
- Our economy will be buoyant
- Our community will grow and develop

Where Are We Now?

The things that people like about the Masterton District now include:

- Our family-friendly environment
- The rural feel and lifestyle
- Opportunities for outdoor recreation
- Good schools and social infrastructure
- Community spirit and commitment to improvement e.g. projects like Violence Free Wairarapa
- The rivers, hills, trees and coast
- Community events and activities like Summer Hummer and the Balloon Fiesta
- Proximity to Wellington and Palmerston North

Where Have We Come From?

Mahara onamata – ahutahi ki mua

In 2004 we celebrated the 150th anniversary of the settlement of Masterton as a town. This was an opportunity for all the community to reflect on “our heritage - our future” – the catch phrase adopted for the celebrations. The Maori equivalent was identified as “mahara onamata – ahutahi ki mua” translated as “be mindful of our past as we move into the future”. This is relevant now as we look at our community outcomes and where we want to be. Our past has influenced who we have become as a community and how we will develop in the future.

Community Outcomes

What Are They?

As part of the Local Government Act 2002, local authorities must facilitate the identification of community outcomes for their district. This process allows the community to decide what is important, and to set the agenda for future planning. The outcomes will shape all major decisions in the District over the next ten years.

The community outcomes identified build a picture of what we would like Masterton and the people living here to be like in the future. They provide a mandate for development and progress. The process of identifying our outcomes allows us to:

- Reflect on our community now – what strengths we have and what challenges we face
- Think about what we want in the future for our social, cultural, environmental and economic well-being
- Prioritise, discuss and plan
- Check progress over time
- Promote collaboration and partnerships
- Promote better coordination and use of community assets and resources
- Inform and guide the Council and other contributors

How Were They Identified?

Masterton District Council facilitated the process to identify the community outcomes we have adopted for this district. This process began in 2005 and has involved five key activities:

- A blank slate community survey that asked people what they wanted Masterton to be like in ten years time. Survey forms were distributed through a variety of sources and at various locations. These included a Community Expo, UCOL, Makoura College, Write Price Supermarket, community newspapers, internet and email, doctors' surgeries and local cafes. The demographic profile of respondents closely reflected that of the District.
- A workshop with Iwi at UCOL Marae to identify Maori perspectives of what people like and dislike about Masterton District and how Masterton should be in the future.
- Stakeholder discussion forums between Council and a variety of groups and organisations representing a wide range of sectors including: Maori providers, the health sector, local Iwi, local employers, community groups, disability sector, local funders and the education sector.
- Written and oral presentations to Council by individuals identified as having made a significant contribution to the community in the past. These include representatives from: local Iwi, community groups, central government, non-profit organisations and the commercial sector.

- Community consultation – suggestions and ideas from all sources were collated, analysed and draft outcomes and goals were identified. These were published for public comment in a document called “Shaping Our Future” in November 2005. Feedback from the “Shaping our Future” document was analysed and the outcomes have been adjusted to reflect this.

In addition, submissions to the Council’s annual plan and feedback from the annual Council Satisfaction Survey were incorporated.

What Happens Next?

The community outcomes are used as a basis for planning by local and central government, community agencies and organisations. They form the basis of our development as a community – for community initiatives, projects and decisions.

Every three years Council will report on progress toward these outcomes and at least every six years we will provide an opportunity for the outcomes to be reviewed and revised, to ensure that the goals we pursue as a community really do reflect what the community actually wants.

How Do the Outcomes Relate to Other Plans?

The Long Term Council Community Plan is an outline of how Council intends to contribute to the outcomes. Council has reviewed its services and service delivery to ensure it is contributing to the goals and desires identified by the community. Other agencies and organisations in the District will outline their contribution to the outcomes identified in similar planning documents and strategies.

Many organisations and agencies operating in the Masterton District already have strategic and planning documents that contribute to the outcomes identified. Some examples of these plans and strategies, and how they relate to the outcomes, are listed in Appendix 1. The Wellington Regional Strategy is in Appendix 2. For a list of other potential initiatives and projects suggested by the community, see Appendix 3.

How Will We Work Together?

Finding out what our community wants is important. Equally important are the processes and procedures we have in place for taking action and working towards the outcomes identified.

We will be working with key contributors to develop action plans for achieving the outcomes identified and to move us toward the future we want.

A number of structures, strategies and processes have been established to ensure the development of ongoing partnerships and relationships between key contributors to enable progress; and to gain commitment from agencies to provide information on progress towards achieving the outcomes. These include:

- Key government agencies that work in the Masterton community, the District Health Board, REAP, Masterton, Carterton, South Wairarapa and Greater Wellington Councils and Destination Wairarapa. A group of agencies was involved in developing the outcomes process, and will support projects and strategies that achieve the outcomes.
- Partnerships with Maori – Masterton District Council's Maori Liaison Task Group, Primary Health Organisation's Maori Board representatives. Te Puni Kokiri is supporting the links with the Maori communities. The Regional Intersectoral Forum, facilitated by Te Puni Kokiri, will share information on opportunities and outcomes for Maori.
- Community Consultation – commitment from government agencies to consult with the community on key decisions and proposals that might impact on all or some of the community.
- Collaboration with the Private Sector - Destination Wairarapa the Wairarapa Chamber of Commerce and the Masterton Business Promotions Group will be involved in supporting communication and collaborative action with the private sector. Partnerships and contributions from the private sector will be explored and, as stakeholders, members of the private sector will be invited to participate in consultation on issues affecting the district.

How Will We Measure Progress?

We have identified information that is currently collected by Department of Statistics and other government and local sources that is specific to Masterton.

Each outcome has four to six measures that we can track to show whether we are improving, staying the same or even declining in our progress towards the outcomes.

For more detail on our indicators and measures, see Appendix 4.

What is the Council's Role?

It is the Council's role to:

- Facilitate the outcomes process at least every six years
- Promote or achieve the outcomes identified e.g. via the Long Term Council Community Plan
- Monitor progress towards the outcomes identified

As well as facilitating the process, the Council must outline how it will contribute to the outcomes identified. Council has done this in its Long Term Council Community Plan.

There are many roles the Council can play. These include:

Role	Description
Provider	Funding and delivering services
Funder	Funding other organisations to deliver services through grants and service delivery contracts
Regulator	Setting rules and limits around some activities
Partner	Forming partnerships and strategic alliances where appropriate
Collaborator	Working with other parties in the interests of the District
Facilitator	Assisting others to be involved in activities by bringing groups and interested parties together
Advocate	Promoting the interests of the community to other decision makers
Leader	Leading community-based responses to local issues
Monitor	Monitoring and reporting on progress towards community outcomes at least once every three years

In some cases we may be a provider or a leader. In others we may fund, advocate, regulate, form partnerships or monitor achievement. The Council's contribution and the roles we might play are outlined in our Long Term Council Community Plan.

How the Outcomes Section is Arranged

Introduction:

A summary of the present situation and the main issues that Masterton will face over the next ten years.

Outcome in Detail:

A one-sentence descriptor of the outcome, followed by goals that have been identified as contributing to this outcome.

Some Examples of What We Do Now:

Projects or strategies that illustrate action our community is currently taking to achieve these outcomes. (Not an exhaustive list).

What You Can Do:

Some examples of action you can take at the individual level to achieve these outcomes (again not exhaustive – you may be taking other actions that also contribute).

What Else Is Planned and Who Will Lead The Project:

Some projects and strategies that illustrate action our community is currently planning that will contribute to these outcomes, and an agency/organisation who will lead this action.

How We Can Measure Progress:

The indicators and measures identified that reflect progress towards a particular outcome.

This is what will be reported to you every three years. Included are base line measures and, where available, national or regional data to provide comparisons. See Appendix 4 for information on our criteria for selecting the measures.

Key Contributors:

A list of some of the key players who will help achieve this outcome.

Outcomes Summary

OUTCOME 1: Sustainable Use of Environment

Sustainable management and use of natural resources and infrastructure, now and for the future.

- **Protect and preserve** natural resources
- **Reduce** pollution
- **Enhance** the natural environment

OUTCOME 2: Educated and Knowledgeable People

Lifelong learning and development, to achieve personal, life, community and work goals.

- **Develop** work skills
- **Develop** life and personal skills
- **Enhance** literacy and numeracy
- **Inform** the community

OUTCOME 3: Equitable Society

Diversity of the community appreciated, respected, celebrated and encouraged.

- **Encourage** appreciation of diversity
- **Enable** people to participate
- **Improve** opportunities and outcomes for all

OUTCOME 4: Vibrant, Strong and Healthy Communities

Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.

- **Facilitate** social cohesion and sense of belonging
- **Enable** people to participate and contribute

- **Develop** a safe environment
- **Develop** a diverse arts, culture and heritage sector
- **Improve** health outcomes
- **Increase** physical activity rates

OUTCOME 5: Safe and Efficient Transport

A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.

- **Improve** connections between Masterton and neighbouring areas
- **Enable** all people to move around the District as and when they need to
- **Minimise** the environmental impact of transportation
- **Promote** road safety
- **Promote** alternative transport options

OUTCOME 6: Buoyant Local Economy

Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.

- **Increase** economic activity
- **Enhance** resources to support economic activity
- **Enhance** living standards

OUTCOME 7: Grow Masterton

Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.

- **Attract** more people to invest human and financial resources into our community
- **Increase** the District's population over the next ten years.

The Community Wellbeings, the Community Outcomes and Sustainability

The Local Government Act 2002 (section 10) states that a purpose of local government is to promote the social, economic, environmental and cultural well-being of its communities, now and for the future.

The Community Outcomes provide the Council with a framework to implement the four well-beings.

The well-beings require a focus on the present and the future while the outcomes are a ten year aspiration. This focus on how present actions and projects support and contribute to future outcomes is a sustainable approach to development.

Outcome	Environmental Wellbeing	Social Wellbeing	Cultural Wellbeing	Economic Wellbeing
Sustainable Use of the Environment	✓		✓	
Educated and Knowledgeable People		✓		✓
Equitable Society		✓	✓	✓
Strong Vibrant and Healthy Communities		✓	✓	✓
Safe and Efficient Transport	✓	✓		✓
Buoyant Local Economy		✓		✓
Grow Masterton		✓		✓

OUTCOME 1: Sustainable Use of Environment

*Sustainable management and use of natural resources and infrastructure,
now and for the future.*

OUTCOME 1: Sustainable Use of Environment

Sustainable management and use of natural resources and infrastructure, now and for the future.

Our goal is to:

- **Protect and preserve** natural resources
- **Reduce** pollution
- **Enhance** the natural environment
- **Educate** people re environmental issues

Some Examples of What Is Being Done Now

- Native forest remnants within Masterton are being protected by community groups
- Energy audits are being undertaken and the council is an Energy Wise Council
- Healthy Homes insulation scheme to improve energy efficiency
- Riversdale Sand Dunes being planted by community group
- Department Of Conservation and the Regional Council have produced "Plant Me Instead" to encourage planting of species that do not endanger the environment
- Wairarapa Combined District Plan
- Enviro-Schools
- Waste Minimisation programmes and recycling
- Community support for park development in Henley Lake and Queen Elizabeth Park
- Sustainable Wairarapa
- Promotion of organic land management practices
- Councils for Climate Protection local community action plan
- Walking School buses
- Bike Wise Week
- Bio-diversity Strategy being developed

What Can You Do?

- Remove invasive plants from your garden and replace with species that do not endanger the environment
- Join a community group that helps to protect and preserve our environment
- Implement energy-efficient practices in your home e.g. energy efficient light bulbs
- Store rain water and use grey water for your garden
- Re-use, reduce, recycle - Use recycle bins or recycling facility
- Use energy-efficient heating – e.g. replace open fires; use dry wood on your fire
- Compost your green waste
- Take your own bags and boxes to the supermarket rather than using more plastic bags
- Plant native trees and plants
- Find out more about the environment
- Reduce vehicle emissions, walk or cycle

What Else is Planned?

1. Improve sustainability of the urban and rural sewerage systems
2. Promote and implement water conservation programmes
3. Protect reserve and remnant areas
4. Investigate and implement further options for energy efficiency
5. Promote waste minimisation through recycling
6. Promote energy conservation
7. Participation in Communities for Climate Protection
8. Provide open space as part of regional open space network

Who Will Lead The Project?

Masterton District Council
 Masterton District Council and Greater Wellington Regional Council
 Department Of Conservation and Masterton District Council
 Masterton District Council
 Masterton District Council
 Masterton District Council
 Masterton District Council
 Masterton District Council

What Changes Would Show Progress Towards This Outcome?

- Increased levels of protection/preservation of natural resources
- Reduced pollution
- Enhanced natural environment
- Enhanced level of environmental awareness

How Can We Measure Progress?

Indicator	Baseline	As at 30/6/07:	Progress to Date
Green Space	<p>9.51 hectares of park per 1000 residents in the Masterton District (Yardstick, 2005)</p> <p>45 QEII covenants covering approximately 900 hectares (GWRC, 2005)</p> <p>10.6% of the land area of the Masterton District is classed as 'high value eco-systems' (GWRC, 2006)</p>	<p>8.92 hectares of park per 1000 residents in the Masterton District (Yardstick, 2006)</p> <p>No update reported</p> <p>No update reported</p>	<p>8.89 hectares of park per 1000 residents in the Masterton District (Yardstick, 2008)</p> <p>© 65 QEII covenants covering approximately 1186 hectares (GWRC, March 2008)</p> <p>10.6% of the land area of the Masterton District is classed as 'high value eco-systems' (GWRC, 2008)</p>
Pest Management	Of the 420 recorded eradication and containment sites in the Masterton District, 28.3% were clear at last inspection (GWRC, 2006)	No update reported	© Of the 584 recorded Total Control and Containment sites in the Masterton District, 46% were clear at last inspection (GWRC, 2008)

OUTCOME 2: Educated and Knowledgeable People

*Lifelong learning and development,
to achieve personal, life, community and work goals.*

OUTCOME 2: Educated and Knowledgeable People

Lifelong learning and development, to achieve personal, life, community and work goals.

Our goals are to:

- **Develop** work skills
- **Develop** life and personal skills
- **Enhance** literacy and numeracy
- **Inform** the community
- **Enable** access to education and learning for all

Some Examples of What Is Being Done Now

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Work skills courses • Tertiary scholarships • Community consultation documents • Combined classes at secondary schools to achieve quality tuition • Wairarapa Workforce Development Trust projects • UCOL provides training courses locally to meet local needs e.g. nursing • Wairarapa Chamber of Commerce Business Breakfasts • Health education • Community education via schools, community groups and clubs • Library Summer Reading and Maths Programmes • Wairarapa newspapers and radio stations | <ul style="list-style-type: none"> • Industry sector support and training groups • Work related training and development programmes • Young Farmers Club programmes • REAP community education projects • Masterton District Council quarterly newsletter • Out of school tuition organisations • Strong secondary schools • Older people's programmes – Senior Net, U3A • Wairarapa Adult Learning Centre projects • Toastmasters • Project group to implement Broadband Internet Access |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Can You Do?

- Study full or part time
- Become a business mentor and share your skills and experiences
- Learn a new hobby or skill through community education classes, community groups and clubs
- Attend lectures, courses and information sessions run by community groups, health providers, the library etc.
- Become a tutor and share your knowledge, skills, experience
- Encourage the children in your life to read
- Read newspapers and information delivered to your home
- Take the time to read community notice boards e.g. in workplaces and supermarkets
- Participate in community consultation sessions
- Make sure friends and family are aware of issues that might impact on them
- Offer transport to others who might want to attend public meetings/events
- Support and encourage friends, neighbours and family who are studying
- Lend or donate your old books and magazines
- Help other people to access the internet
- Join a book group
- Use the library
- Pursue broadband initiatives

What Else is Planned?

1. Workforce Development Projects
2. Community Outreach Programmes
3. Expand local tertiary education options
4. Collaboration to provide quality education
5. Wairarapa Education Strategy

Who Will Lead The Project?

Wairarapa Workforce Development Trust
 Library
 UCOL
 Secondary schools
 REAP

What Changes Would Show Progress Towards This Outcome?

- Enhanced skill levels in the workforce
- Increased literacy and numeracy levels
- Increased awareness of and action regarding community issues
- Increased involvement in education

How Can We Measure Progress?

Indicator	Baseline	Progress to Date
Educational Achievement	29.1% of people aged 15+ have post school qualifications; and 34.9% have no formal qualifications (Census, 2001)	☺ 41.9% of people aged 15+ have post school qualifications; and 29.8% have no formal qualifications (Census, 2006)
Early Childhood Education	703 three and four year-olds participate in early childhood education (2005). This is approximately 43.7% of those aged 0-4 based on census 2001 population statistics	☺ 75.8% of 0-4 year olds in the Masterton District are enrolled in early childhood education (Ministry of Education, 2007)*
School Leaver Qualifications	37% of school leavers left school with NCEA 3 or above; 25% with NCEA 2 and/or credits toward NCEA 3; 21% with NCEA 1 and/or credits toward NCEA 2; 10% some credits toward NCEA 1 and 5% with no formal attainment (2004)	35.1% of school leavers left school with NCEA 3 or above; ☺ 29.7% with NCEA 2 and/or credits toward NCEA 3; ☺ 21.6% with NCEA 1 and/or credits toward NCEA 2; ☺ 12.2% some credits toward NCEA at any level without completing NCEA level 1 and ☺ 1.4% with no formal attainment (2007)
Internet Access in the Home	30.7% of people in the Masterton District have access to the internet in their home (Census, 2001)	☺ 52% of people in the Masterton District have access to the internet in their home (Census, 2006)
Voting at local body elections	65% of enrolled voters in the Masterton District cast a vote in the last local government election (2004)	57.5% of enrolled voters in the Masterton District cast a vote in the last local government election (2007)

KEY CONTRIBUTORS

You!, Wairarapa REAP, Ministry of Education, Schools, UCOL, Other tertiary institutions, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Wairarapa Adult Learning Centre, Masterton District Council, Masterton Library, Aratoi, Wairarapa Workforce Development Trust, Businesses, Health Promoters, Community Groups, Churches, Clubs, Early Childhood Centres, Kura Kaupapa, Wananga o Raukawa, Wananga o Aotearoa, Masterton Trust Lands Trust

OUTCOME 3: Equitable Society

*Diversity of the community appreciated, respected,
celebrated and encouraged*

OUTCOME 3: Equitable Society

Diversity of the community appreciated, respected, celebrated and encouraged.

Our goal is to:

- **Encourage** appreciation of diversity
- **Enable** people to participate
- **Improve** opportunities and outcomes for all

Some Examples of What Is Being Done Now

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Youth Council • Foodbank • Council Maori Liaison Task Force • King St Artworks programme • Wairarapa Community Primary Health Organisation Maori Representatives • Matariki celebrations • Aratoi exhibitions featuring different cultures and community • Wairarapa Physical Activity Plan • Health promotion initiatives • CCS and IDEA Services programmes • Wairarapa Organisation for Older Peoples programmes | <ul style="list-style-type: none"> • Wairarapa Arts Culture and Heritage Strategy • Youth Action Project for youth who have committed offences • Accessibility codes for building • Council has an Equal Employment Opportunities policy • Provide a range of housing options for older people • Library programmes for children, youth and the elderly, in English and Te Reo • Programmes offered by Maori providers • Church programmes and activities • International Communities Group • Waitangi Day Origins Festival |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Can You Do?

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Get to know people in our community who have different ethnic, religious, socio-economic backgrounds • Include and involve older people and youth • Attend a range of cultural events and activities • Learn Te Reo and/or another language • Visit a marae • Go to a course on the Treaty of Waitangi | <ul style="list-style-type: none"> • Share your culture with others • Speak up if people are disrespectful about others • Donate food to the Foodbank • Practise Equal Employment Organisation policies when recruiting • Learn about others' cultural values and beliefs • Make your home accessible to those with physical disabilities |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Else is Planned?

1. Further celebration, promotion and protection of Maori culture and Te Reo
2. Further strengthen partnerships with Maori
3. Community development projects within Masterton
4. Implementation of Youth Health Strategy
5. Implementation of the Wairarapa Arts Culture and Heritage Strategy
6. Implementation of the Wairarapa Physical Activity Plan
7. Improve access for people with disabilities

Who Will Lead The Project?

Various
 Various
 Council
 District Health Board
 Wairarapa Arts Culture and Heritage – Toi Wairarapa Trust
 Wairarapa Councils, DHB
 Council

What Changes Would Show Progress Towards This Outcome?

- Greater appreciation of and support for diversity
- Increased ability to access and express one's culture
- Fewer people living in deprivation
- Increased diversity of people actively involved in community through workforce, sport, other?

How Can We Measure Progress?

Indicator	Baseline	Progress to Date
Number of languages spoken	8.1% of people speak 2 languages; 1.3% speak three languages and 88.6% speak one language only (Census, 2001)	8.1% of people speak 2 languages; 1.0% speak three languages and 88.0% speak one language only (Census, 2006)
Māori language speakers	22.7% of Maori in the Masterton District speak Te Reo Maori (Census, 2001)	22.3% of Maori in the Masterton District speak Te Reo Maori (Census, 2006)
Social deprivation	16.6% of people in Masterton live in decile 10 areas; 25.2% in deciles 7-9; 44.6% in deciles 4-6 and 13.6% in deciles 1-3 (NZ Dep Measure, 2001) The average decile rating for Census Area Units in the Masterton District is: 5.8 (NZ Dep Measure, 2001)	16.3% of people in Masterton live in decile 10 areas; 52% in deciles 7-9; 9.8% in deciles 4-6 and 21.9% in deciles 1-3 (NZ Dep Measure, 2006) The average decile rating for Census Area Units in the Masterton District is: 6.1 (NZ Dep Measure, 2006) Of the 12 Census Area Units in the District: 6 received the same decile rating; 4 declined and 2 improved.
Telephone and internet access in the home	95.9% of people have access to a telephone; and 30.7% have access to the internet (Census, 2001)	90%* of people have access to a telephone; and ☺ 52% have access to the internet (Census, 2006)
Households with access to a motor vehicle	88.5% of households have access to a motor vehicle (Census, 2001)	☺ 90% of households have access to a motor vehicle (Census, 2006)

**This decrease in the number of people who have access to a landline at home may reflect the increasing use of mobile and cell phones.*

KEY CONTRIBUTORS

You!, Masterton District Council, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Work and Income New Zealand, District Health Board, Primary Health Organisation, Wairarapa Workforce Development Trust, Wairarapa REAP, Community Groups, Schools, Kohanga Reo, Kura Kaupapa O Wairarapa, Women's Centre, CCS, IDEA Services, King Street Artworks, Wairarapa Organisation for Older People, Tertiary education providers, Masterton Trust Lands Trust, Trust House Charitable Trust

OUTCOME 4: Vibrant, Strong and Healthy Communities

Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.

OUTCOME 4: Vibrant, Strong and Healthy Communities

Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.

Our goal is to:

- **Facilitate** social cohesion and sense of belonging
- **Enable** people to participate and contribute
- **Develop** a safe environment
- **Develop** a diverse arts, culture and heritage sector
- **Improve** health outcomes
- **Increase** physical activity rates

Some Examples of What Is Being Done Now

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Violence Free Wairarapa Campaign • Wairarapa Physical Activity Plan • Aratoi – Wairarapa Museum of Art and History, Shear Discovery Centre and Jubilee Fire Station • King Street Artworks • Participate in sport – • Wairarapa Arts Culture and Heritage Strategy • Health provider strategies and action • Genesis Energy Recreation Centre • Church programmes and activities | <p style="text-align: center;">Masterton Safe and Healthy Community Council projects</p> <ul style="list-style-type: none"> • Queen Elizabeth Park and Henley Lake • Funding support from Masterton Trust Lands Trust, Trust House Charitable Trust, Masterton District Council • Consult the community • Community events – Summer Hummer, Balloon Fiesta, Golden Shears, Matariki etc. • Youth Council • Wairarapa Organisation for Older People’s activities • Waitangi Day Origins Festival |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Can You Do?

- Be a role model for others
- Promote your culture and language
- Support local events – Matariki, Golden Shears, Summer Hummer
- Join a local club or organisation
- Support the Violence Free Campaign
- Take part in consultation opportunities.
- Increase your physical activity – join a sports club, go walking or swimming etc.
- Become a volunteer
- Help young parents in the community
- Use alcohol responsibly
- Support others to quit smoking and/or give up yourself
- Take part in community events
- Attend local art, music etc. events
- Get to know your neighbours
- Eat a balanced and healthy diet
- Participate in local music, art, drama
- Catch up with friends and family on a regular basis

What Else is Planned?

1. Implement the Wairarapa Arts, Culture and Heritage Strategy
2. Implement the Physical Activity Plan
3. Continued promotion of healthy lifestyle choices
4. Continued efforts to reduce violence
5. Further promote and protect Maori culture and Te Reo
6. Further protection of culture and heritage sites

Who Will Lead The Project?

Wairarapa Arts Culture and Heritage – Toi Wairarapa Trust
 Three Wairarapa councils and the DHB
 Health providers
 Violence Free Wairarapa
 Various
 Council with owners

What Changes Would Indicate Progress Towards This Outcome?

- Increased social cohesion
- Increased participation in civic activities
- Increased diversity of people actively involved in community through work, sport etc.
- Improved health outcomes
- Safer environment
- More diversity in activities and events on offer

How Can We Measure Progress?

Indicator	Baseline	As at 30/6/2007:	Progress to Date
Life expectancy	78.3 years (DHB, 2005)	No update available	Progress will be reported when the Wairarapa DHB completes its next Health Needs Assessment in 2008.
Physical Activity Rates	76% of people participate in regular physical activity (Wairarapa rate, 2003)	No update reported	☉ 87% of people participate in regular physical activity and are considered to be physically active (Wairarapa rate, 2007)
Perceptions of Safety	89% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2005)	80% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2007)	87% of people reported that they definitely or mostly felt that Masterton was a safe place to live (Feb 2008)
Voting at local body elections	65% of enrolled voters in the Masterton District cast a vote in the last local government election (2004)	No election held in 2006/07	57.5% of enrolled voters in the Masterton District cast a vote in the last local government election (2007)
Telephone and internet access in the home	95.9% of people have access to a telephone; and 30.7% have access to the internet (Census, 2001)		90%* of people have access to a telephone; and ☉ 52% have access to the internet (Census, 2006)
Households with access to a motor vehicle	88.5% of households have access to a motor vehicle (Census, 2001)		☉ 90% of households have access to a motor vehicle (Census, 2006)
Quality of Place	51% of people thought Masterton was a better place to live than it was 3 years ago; 41% thought it was 'about the same' (Feb, 2005)	45% of people thought Masterton was a better place to live than it was 3 years ago; 43% thought it was 'about the same' (Feb, 2007)	37% of people thought Masterton was a better place to live than it was 3 years ago; 48% thought it was 'about the same' (Feb, 2008)
Community Involvement	17.1% of people aged 15+ in the Masterton District reported participating in helping or voluntary work for or through an organisation, group or marae (Census, 2001)		16.0% of people aged 15+ in the Masterton District reported participating in helping or voluntary work for or through an organisation, group or marae (Census, 2006)

**This decrease in the number of people who have access to a landline at home may reflect the increasing use of mobile and cell phones.*

KEY CONTRIBUTORS

You!, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Masterton District Council, Masterton Trust Lands Trust, Trust House Charitable Trust, Work and Income New Zealand, District Health Board, Primary Health Organisation, Whaiora Whanui, Te Hauora Runanga O Wairarapa, Health Promoters, Non profit organisations, Sustainable Wairarapa, Wairarapa Workforce Development Trust, Wairarapa REAP, Sport Wairarapa, Masterton Safe and Healthy Communities, Churches, Musicians, Aratoi Wairarapa Museum of Art and History, Artists, Performers, Sports People, Schools, CCS, IDEA Services, King Street Artworks, Shear Discovery Centre, Jubilee Fire Station, Community Groups, Commercial Providers, Historic Societies, Masterton Community Arts Council, Clubs, Interest Groups, Commercial providers

OUTCOME 5: Safe and Efficient Transport

A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.

OUTCOME 5: Safe and Efficient Transport

A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.

Our goal is to:

- **Improve** connections between Masterton and neighbouring districts/ regions
- **Enable** all people to move around the District as and when they need to
- **Minimise** the environmental impact of transportation
- **Promote** road safety
- **Promote** alternative transport options

Some Examples of What Is Being Done Now

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Advocate for road improvements on Rimutaka Hill • Primary Health Organisation / Red Cross bus system • Voluntary groups that offer transport services to the elderly, people with disabilities etc. • Maintain roads, streets, footpaths, walkways, pedestrian crossings • Youth driver education | <ul style="list-style-type: none"> • Students Against Driving Drunk • Wairarapa Road Safety Council road safety promotions • Greater Wellington Regional Cycling Plan • Police check points • Courtesy coaches • Defensive Driving courses |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Can You Do?

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Attend public meetings and have your say on transportation matters • Provide feedback to transport providers • Offer transportation to neighbours, friends, family who do not drive or own a vehicle • Volunteer as a driver • Walk or cycle rather than driving whenever possible • Car pool when travelling longer distances | <ul style="list-style-type: none"> • Use public transport instead of your own vehicle • Do a Defensive Driving course • Do not drink and drive • Offer to be the sober driver at events • Support Students Against Driving Drunk • Use pedestrian crossings |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

What Else is Planned?

1. Forestry Impact Assessment review and implementation
2. Increased investment in footpaths
3. Bridge replacement programme
4. Road Safety Promotion Projects
5. Improved provision for cycling

Who Will Lead The Project?

Masterton District Council
 Masterton District Council
 Masterton District Council
 Wairarapa Road Safety Council
 Greater Wellington and Masterton District Council

What Changes Would Show progress Towards This Outcome?

- Better roads, streets and footpaths
- Better public transport
- Reduced air pollution
- Fewer road crashes

How Can We Measure Progress?

Indicator	Baseline	As at 30/6/07:	Progress to date
Number of Crashes	4 Fatal. 9 Serious injury, 44 minor injury and 143 non-injury crashes (2004)	3 Fatal. 10 Serious injury, 61 minor injury and 145 non-injury crashes (2006)	2 Fatal. 12 Serious injury, 47 minor injury and 163 non-injury crashes (2007)
Road Casualties	4 deaths, 12 serious casualties and 61 minor casualties (2004)	3 deaths, 10 serious casualties and 82 minor casualties (2006) (includes four cyclist casualties)	2 deaths, 17 serious casualties and 65 minor casualties (2007)
Satisfaction with Roads and Footpaths	76% of people are "very/fairly satisfied" with roads and 56% of people are "very/fairly satisfied" with footpaths (Feb, 2005)	80% of people are "very/fairly satisfied" with roads and 68% of people are "very/fairly satisfied" with footpaths (Feb, 2007)	© 83% of people are "very/fairly satisfied" with roads and 72% of people are "very/fairly satisfied" with footpaths (Feb, 2008)
Provision of public transport	Public transport provision as outlined in the Metlink Wairarapa bus and train timetable (October, 2005)		Progress will be reported in the 2009 Community Outcomes Report
Air Quality	Carbon dioxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 96% of the time but reached 'alert' levels 4% of the time (GWRC, 2005)	No update to report.	Carbon monoxide and nitrogen rates are at least 'good' 100% of the time. Fine particle (PM10) rates are at least 'good' 74% of the time but reached 'alert' levels 3% of the time (GWRC, 2007)

KEY CONTRIBUTORS

You! Masterton District Council, Greater Wellington Regional Council, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Police, District Health Board, Primary Health Organisation, Wairarapa REAP, Wairarapa Road Safety Council, Transport Providers, Automobile Association, Community Groups, Schools, UCOL, Students Against Driving Drunk (SADD), Metlink, New Zealand Transport Agency

OUTCOME 6: Buoyant Local Economy

*Sustainable economic activity
to create a positive and prosperous local economy
that enables improved opportunities and living standards for all.*

OUTCOME 6: Buoyant Local Economy

Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.

Our goal is to:

- **Increase** economic activity
- **Enhance** resources to support economic activity
- **Enhance** living standards

Some Examples of What Is Being Done Now

- Events to attract tourism e.g. Balloon Fiesta, Golden Shears
- Marketing campaigns to promote Masterton as a tourist destination
- Irrigation scheme proposal/study
- Wairarapa Economic Development Strategy
- Wellington Regional Strategy
- Wananga Small Business Skills Courses
- UCOL courses to develop workforce skills
- Strong education sector
- Farmers Market

What Can You Do?

- Buy local and support local owner/operated businesses
- Support local events and activities
- Become a business mentor/coach
- Invest in new business development
- Develop your skills to meet workforce needs and demands
- Encourage your staff to attend training courses

What Else is Planned?

1. Further develop agricultural and horticultural potential e.g. irrigation scheme
2. Further develop small business potential e.g. boutique shops/produce
3. Further develop tourism potential e.g. conferences, cafés, events
4. Maori economic development
5. Capitalise on technology options to support business
6. Implement actions for Educated and Knowledgeable People
7. Further develop the quality of service in the retail sector
8. Capitalise on events and activities
9. Major Regional Initiative projects
10. Grow export activity

Who Will Lead The Project?

Wairarapa Chamber of Commerce
 Destination Wairarapa
 Rangitāne o Wairarapa Inc and Ngati Kahungunu
 Wairarapa Chamber of Commerce
 Various
 Masterton Business Promotions/ Wairarapa Chamber of Commerce
 Masterton Business Promotions
 Grow Wellington and Wairarapa Chamber of Commerce
 Grow Wellington

What Changes Would Show Progress Towards This Outcome?

- Increased diversity of economic activity
- New businesses
- Economic growth
- Enhanced employment opportunities
- Improved incomes

How Can We Measure Progress?

Indicator	Baseline	As at 30/6/07:	Progress to date
Tourism	The average number of guest nights per month in the Masterton District was 10.637 with a high of 19,173 in January and a low of 6,255 in May (2005)	Total visitor nights for 2006 in Wairarapa were 771,600. Masterton figures were not available.	The average number of guest nights per month in the Masterton District was 10.180 with a high of 15,658 in January 2008 and a low of 6855 in July 2007 (2008)
Building	994 building permits with a total value of \$70,396,299 were issued in the 2004/05 financial year (MDC, 2005)	931 building permits with a total value of \$50,228,860 were issued in the 2007/08 financial year (MDC, 2007)	1,011 building permits with a total value of \$60,623,665 were issued in the 2007/08 financial year (MDC, 2008)
Income	The median income for the Masterton District was \$16,500 (Census, 2001)		☉ The median income for the Masterton District was \$21,700 (Census, 2006)
Unemployment	The unemployment rate for Masterton District was 7.1% (Census, 2001) At that time the number of unemployment benefit recipients per 1000 population in the Wairarapa was 33.6 (2001). This is now 8.2 (2005)		☉ The unemployment rate for Masterton District was 3.0% (Census, 2006) ☉ The number of unemployment benefit recipients per 1000 population in the Masterton District is 4.07 (June, 2008)
Employment Opportunities	There are 8837 FTEs in the Masterton District. This is an increase of 0.8% compared to the previous year (BERL, 2006) Employment by sector: 25% Retail and Distribution; 21% Social Services; 19% Manufacturing and Building; 17% Primary; 12% Business Services; 6% Recreation Services (BERL, 2006)		☉ There are 9218 FTEs in the Masterton District. This is an increase of 2.9% compared to the previous year (BERL, 2008) The top five industries in terms of employment were: Retail Trade 14.7%; Primary 14.4%; Health & Community Services 11.8%; Construction 9.7% and Manufacturing 9.1% (BERL, 2008)*

Indicator	Baseline	As at 30/6/07:	Progress to date
Economic Growth	Real Value Added (GDP) Growth: 3.2% GDP per capita Growth: 3.2 Productivity Growth: 2.4 Business Units Growth: 1.7 Business Size Growth: -0.9		In 2007, the Masterton District employed 9218 FTEs in 2944 businesses and generated \$713 million in GDP (a 0.5% increase on the previous year) (BERL, 2008)*

** Please note: a change in the structure of the BERL report has resulted in a change in data reported here. Results are for information only and should not be directly compared with 2006 figures.*

KEY CONTRIBUTORS

You!, Businesses, Masterton Business Promotions Group, Destination Wairarapa, Sustainable Wairarapa, Masterton District Council, Community Groups, Schools, Tertiary education providers, Chamber of Commerce, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Wairarapa Workforce Development Trust, Grow Wellington, Ministry for Social Development, Work and Income New Zealand

OUTCOME 7: Grow Masterton

Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.

OUTCOME 7: Grow Masterton

Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.

Our goal is to:

- **Attract** more people to invest human and financial resources into our community
- **Increase** the District’s population over the next ten years.

Some Examples of What Is Being Done Now

- Wairarapa Growth Strategy/Study
- Overseas recruitment e.g. DHB

What Can You Do?

- Tell people what you like about Masterton
- Promote the District to people you have contact with
- Be proud of Masterton
- Welcome newcomers to the area
- Invite new residents to participate in social/cultural/sporting activities that you are involved in
- Introduce new people to others in the area
- Participate in expos and activities that promote the District
- Do the things suggested under the previous outcomes to create a positive and attractive environment

What Else is Planned?

1. Develop action plans to implement the Wairarapa Growth Strategy
2. Campaign to recruit employees from overseas

Who Will Lead The Project?

Destination Wairarapa, Wairarapa Chamber of Commerce
District Health Board

What Changes Would Show Progress Towards This Outcome?

- Increased population size
- Demographic profile that reflected a diverse range of people

How Can We Measure Progress?

Indicator	Baseline	Progress to date
Population Growth	The provisional population count for the Masterton District is 23,100 (NZ Stats, 2006)	The 'usually resident' population for the Masterton District is 22,623 (NZ Stats, 2006)
Demographic Profile	<p>Masterton (Census, 2001):</p> <p>Gender: Male: 48.5% Female: 51.5%</p> <p>Age: Under 15: 23.4% 15-64: 61.1%; 65+: 15.5% Median Age: 38.0</p> <p>Ethnicity: European 88.5%; Maori 16.3%; Pacific 2.6%; Asian 1.5%</p> <p>Location: Urban 18,150 Rural 5120 (Statistics NZ, 2004)</p>	<p>Masterton (Census, 2006):</p> <p>Gender: Male: 48% Female: 52%</p> <p>Age: Under 15: 21.3% 15-64: 61.9%; 65+: 16.8% Median Age: 40.3</p> <p>Ethnicity: European 77.9%;* Maori 16.9%; Pacific 2.7%; Asian 1.7% NZ'er 12.1%</p> <p>Location: Urban 18,050 Rural 5,200 (Elections NZ, 2007)</p>

**The decline in people reporting as European can primarily be explained by the option in the 2006 Census to self identify as 'New Zealander'.*

KEY CONTRIBUTORS

You!, Destination Wairarapa, Businesses, Rangitāne o Wairarapa Inc, Ngati Kahungunu, Greater Wellington Regional Council; Masterton District Council, District Health Board, Primary Health Organisation, Ministry of Social Development, Sustainable Wairarapa, Masterton Trust Lands Trust, Community Groups, Schools, Chamber of Commerce, Masterton Business Promotions group, Grow Wellington

Appendix 1:

Some Examples of Existing Plans and Strategies that Contribute to the Community Outcomes

Plan/Strategy	Owner	Key Outcomes This Document Contributes to:
Masterton District Plan and the Proposed Wairarapa Combined District Plan	Masterton District Council	Sustainable Use of Environment
Civil Defence Emergency Management Plan	Masterton District Council	Vibrant, Strong and Healthy Communities
Health Promotion Plan Maori Health Promotion Plan	Wairarapa Community Primary Health Organisation	Vibrant, Strong and Healthy Communities Equitable Society
Strategic Plan Life 2 Go - Youth Health Strategy	Wairarapa DHB	Vibrant, Strong and Healthy Communities Equitable Society
Wairarapa Economic Development Plan		Buoyant Local Economy Grow Masterton
Wellington Regional Growth Framework	Wellington Regional Strategy	Buoyant Local Economy Grow Masterton
Workforce Development Plan	Wairarapa Workforce Development Trust	Buoyant Local Economy Educated and Knowledgeable People
Labour Force Development Strategy	Ministry for Social Development	Buoyant Local Economy Educated and Knowledgeable People

SHAPING OUR FUTURE

Wairarapa Arts, Culture and Heritage Strategy	Wairarapa Councils	Vibrant, Strong and Healthy Communities Equitable Society
Wairarapa Physical Activity Plan	Wairarapa Councils	Vibrant, Strong and Healthy Communities Safe and Efficient Transport
Wellington Regional Land Transport Strategy	New Zealand Transport Agency	Safe and Efficient Transport Vibrant, Safe, Healthy Community

Appendix 2:

Wellington Regional Strategy

Masterton District Council has been working with all of the councils in the Wellington region on the Wellington Regional Strategy (WRS). This is a sustainable economic and growth management strategy for the region with a 50 year timeframe.

The Wellington Regional Strategy is governed on behalf of the councils by the Wellington Regional Strategy Forum. The Wellington Regional Strategy Forum recognises that our best chances of success as a region come from working together with a common vision, direction and commitment to act.

The Wellington Regional Strategy was adopted by all the region's Councils and is being implemented via initiatives of the private sector, central government agencies, and amendments to Long Term Council Community Plans and other city and district council plans and policy statements. For more information on this project see www.wrs.govt.nz or telephone 04 801 4247.

Community Outcomes Process

The community outcomes for the Wellington Regional Strategy process (below) were identified through a specific WRS community engagement process during 2005.

Community Outcomes for the Wellington Region

Prosperous Community

All members of our community prosper from a strong and growing economy. A thriving business sector attracts and retains a skilled and productive workforce.

Prepared Community

We can cope with emergency events. Individuals and businesses are able to take responsibility for their own wellbeing. Effective emergency management systems are in place.

Connected Community

Access is quick and easy – locally, nationally and internationally. Our communication networks, air and sea ports, roads and public transport systems enable us to link well with others, both within and outside the region.

Entrepreneurial and Innovative Region

Innovation and new endeavours are welcomed and encouraged. Ideas are exchanged across all sectors, resulting in a creative business culture. We have excellent education and research institutions, and benefit from being the seat of government.

Healthy Environment

We have clean water, fresh air and healthy soils. Well-functioning and diverse eco-systems make up an environment that can support our needs. Resources are used efficiently. There is minimal waste and pollution.

Quality Lifestyle

Living in the Wellington region is enjoyable, and people feel safe. A variety of lifestyles can be pursued. Our art, sport, recreation and entertainment scenes are enjoyed by all community members – and attract visitors.

Sense of Place

We have a deep sense of pride in the Wellington region. We value its unique characteristics - its rural, urban and harbour landscapes, its climate, its central location, and its capital city.

Essential Services

High quality and secure infrastructure and services meet our everyday needs. These are developed and maintained to support the sustainable growth of the region, now and in the future.

Healthy Community

Our physical and mental health is protected. Living and working environments are safe, and everyone has access to health care. Every opportunity is taken to recognise and provide for good health.

Strong and Tolerant Community

People are important. All members of our community are empowered to participate in decision-making and to contribute to society. We celebrate diversity and welcome newcomers, while recognising the special role of tangata whenua.

Next Steps

A range of investments and initiatives in this Long Term Council Community Plan already support Wellington Regional Strategy concepts. Further opportunities exist to strengthen and reinforce these. An ongoing process is needed to fully align our local community aspirations with those matters identified through the Wellington Regional Strategy. The result will be better quality of life and prosperity for our district and the wider region.

Appendix 3:

Some Examples of Suggestions From The Community For Achieving Outcomes

Community Outcome 1: Sustainable Use of Environment

1. Coastal marine reserve
2. Community owned beautification programmes
3. Partnerships with Maori to enhance and preserve natural heritage and environment sites
4. Ban plastic bags
5. Make eco-friendly energy more widely accessible e.g. solar power
6. Wind farms
7. Insist on GE-free crops only in our District
8. Develop a town square next to the Council Building on the corner of Chapel and Perry Streets
9. Require people to plant two native trees for every one they remove through development / sub-division of land
10. Plant more street trees so more streets are tree-lined
11. Require all new housing sections to plant native trees
12. Require landlords to plant native trees on rental properties
13. Look for affordable alternative fuel and transport options
14. Increase and enforce fines for littering
15. Have street “working bees” to tidy up
16. Upgrade the park in Cameron Crescent
17. Make all new houses install a water storage tank to collect rain water for gardens, toilets etc.; and investigate options to encourage existing urban homeowners to install water storage tanks
18. Create new rural tree plantings
19. Introduce a replacement tree planting programme for redwoods and Douglas fir
20. Develop new reserves next to rivers and the coast
21. Subsidise plants and landscaping design services to encourage more people to develop their gardens
22. Appoint a manager of environmental excellence and beautification
23. Make entrances to town more attractive through more planting
24. Introduce recycling at rural sites
25. Build dams or water storage lakes
26. Introduce routine water testing for rural bores and tanks
27. Facilitate recycling scavenging
28. Develop and enforce “environmentally friendly” building criteria
29. Protect all older houses (villas, bungalows etc.) so they can’t be relocated or pulled down

30. More coastal restoration work e.g. to stop erosion
31. Restrict access to certain regions seen as having particular value or as being particularly fragile
32. Find ways to support people who don't meet the Healthy Homes criteria to install insulation in their homes
33. Support people to install clean burning fires in their homes
34. Ban all wood-burning fires
35. Make the whole Masterton District "Smokefree" – ban smoking in the District
36. Introduce fines for local businesses that do not make efforts to improve their environmental policies i.e. efforts to reduce pollution/waste
37. Fine people who do not use their recycling bin
38. Use eco-friendly cars only e.g. electric cars
39. Develop cycle lanes on all major streets and school access routes
40. Piped gas
41. Graffiti-busting team who paint out graffiti - especially for older residents (Lower Hutt has such a team operating successfully)
42. Green Belt around the urban area as a buffer zone separating rural activities.
43. Adopt a precautionary approach to management of Genetically Modified Organisms (GMO) and to GMO land use.

Community Outcome 2: Educated and Knowledgeable People

1. Marae-based training for work/life skills
2. Winter lecture series
3. Research ways of improving access to educational opportunities for all
4. Use unemployed people to do things like restore old buildings and keep parks tidy etc. – develop work skills while contributing to the community
5. More training for retail staff to enhance service levels
6. More apprenticeships
7. Incentives/support for people training in the health and/or care sectors
8. Free schooling for all children (including school trips, stationery etc.)
9. Free tertiary education at UCOL
10. More free community education classes
11. Free after-school classes/activities (e.g. homework classes) for children who have working parents
12. More targeted/specialist education to meet a wider range of needs and interests – offer a broader mix of personal interest and academic courses in schools
13. One on one attention for “problem children”
14. Ban expulsion
15. Practical work experience as a part of all courses offered
16. More training in practical and life skills at school / in the community e.g. budgeting, self-sufficiency, gardening, parenting and cooking
17. More emphasis on IT, science and culture in school courses
18. More part-time courses and night classes
19. Compulsory schooling until age 18
20. Incentives to encourage youth to stay at school for longer
21. Extend the school day by one hour and use the extra time for “interest” classes
22. Government issue of home computers for all households with school age children and/or laptops to all secondary and tertiary students
23. Establish extension centres of existing universities (has been done successfully overseas)
24. Offer more university level papers and degree options through UCOL
25. Train more music teachers so they can teach others music
26. Action to ensure the two public secondary schools are more evenly sized
27. Identify high achievers/those with potential from low income families and sponsor/mentor them
28. Retired people to become mentors for younger people – work, academic and personal
29. Start cadet schemes so people can learn and develop on the job
30. Train teachers to identify and deal with students who display anger and underlying characteristics of violence
31. “Sustainability” courses could become a major ingredient in the education sector – a point of difference for UCOL

Community Outcome 3: Equitable Society

1. Hold a Cultural Day
2. Advocacy for flexible work hours/weeks
3. Research how to address inequalities in Masterton
4. Look for ways of making entrance fees more affordable
5. Make all public buildings wheelchair-accessible
6. More equal distribution of green areas and parks within the town
7. Display more Maori visual art in public places
8. Look for ways of making the necessities e.g. food and electricity, more affordable
9. Rebates for pensioners e.g. on power, rates etc.
10. Free entry to community events like the A&P Show, Summer Hummer etc.
11. Investigate job-share type opportunities to enable more older people, women, students etc. to work
12. Look for ways to encourage more diverse representation on Council
13. Free schooling for all children (including school trips, stationery etc.)
14. Place more emphasis on cultural studies and local history at school
15. Culture-based workshops for youth after school
16. Taiwi bi-cultural education
17. Involve Maori in all major community decisions
18. Free medical care and prescriptions for all children, not just under 6s
19. Undertake open forums for consultation rather than using interview techniques – interview questions predetermine outcomes
20. Organise a world arts exhibition and display arts from different countries and cultures
21. Waharoa outside the library and tukutuku panels inside
22. Hold more Maori cultural celebrations and productions
23. Marae visits for non-Maori
24. Develop equity-based funding decision criteria
25. Encourage and hold participatory sporting events as well as competitive to include those who are less athletic
26. Effective local Iwi representation in all key institutions
27. Use Maori language more e.g. bilingual signage
28. Promote awareness of Maori history in the area e.g. through schools, Aratoi etc.
29. Develop Te Ore Ore Marae as a place of learning and understanding (for all people) of Masterton's bicultural history, present and future
30. Re-activate the NZ Rural Heritage Centre as an internationally renowned facility to be used as a catalyst for research and education
31. Research the causes/contributors to inequalities and strategies that have been effective in addressing these
32. Offer karakia at all public meetings
33. Hold public meetings at marae as well as other venues

Community Outcome 4: Vibrant, Strong and Healthy Communities

1. Investigate ways of streamlining community groups
2. Initiatives to encourage and support volunteers
3. Develop a new community centre
4. Make old schools and the hospital premises available for community groups to use
5. Better street lighting and more lighting in and around Queen Elizabeth Park and Henley Lake
6. Make dog owners apply for a licence to be able to walk their dogs in public
7. Investigate ways of enabling people to install central heating in their homes
8. Set up a large outdoor chess area in the town centre or one of the parks
9. Better utilise Memorial Park e.g. concerts
10. Use Queen Elizabeth Park more for public activities and events
11. Fencing around the children's play area in the Park
12. Make the whole Masterton District "Smokefree" – ban smoking and cigarettes in the District
13. Offer more exercise programmes and classes suitable for the elderly
14. Subsidise school lunches
15. Support families to enable them to be able to afford to have a stay-at-home parent if they choose to
16. Centralised, shared office space for "remote workers" (i.e. those who are employed by Wellington firms but are working from home) to enable them to get to know others in the community
17. Publish information about all the clubs that exist and how to join them
18. Charge vandals for the damage they do and/or make them repair what they have damaged
19. More police on the streets (rather than in cars) especially in the evenings and weekends
20. Increased advocacy for more police resources
21. Install more surveillance cameras
22. Remove surveillance cameras from town
23. More art workshops in the community
24. Develop an e-page listing all activities, meetings, clubs etc. in the District
25. Plant fruit trees in public parks and reserves
26. More evening activities for adults – alternatives to the pub
27. Put the drinking age back to 20
28. More neighbourhood parks for local community get-togethers
29. Youth Council organise entertainment for youth
30. Reduce the number of gambling machines in Masterton
31. Offer dialysis treatment in Masterton
32. Develop a health and wellness centre that works with hospitals and medical centres
33. Compulsory UV protection glasses for all
34. Provide more counselling services

35. Offer a wider range of activities and interactive displays at Aratoi and extend to enable more museum space, room to promote our local history and space for local artists to display their work
36. Hold outdoor art exhibitions in the park in summer
37. Offer art courses to graffiti artists – get them to put their talents to a positive use
38. More awards, recognition and promotion of achievers within our community – sports, arts, cultural, heritage etc.
39. Build a venue that could host visiting orchestras, plays etc.
40. Develop a 5km running track lit up at night
41. Make Masterton a compulsory ballroom dancing/tango dancing zone with compulsory weekly lessons for all people aged 15-75 years
42. Develop a cycle track along the river that connects Masterton to Carterton
43. More after school/school holiday and weekend activities/events that appeal to youth – paintball, outdoor recreation, luge, go-karts, rock climbing, bowling alley, zoo, aquarium, indoor skate rink and BMX track, game arcades, motorcross tracks, clubs, Youth Club, alcohol-free nightclub
44. Activities to develop relationships and trust between youth and police
45. Establish a “youth garden” for young people
46. Host national debating competitions
47. Annual Masterton celebration with everything from kapa haka to orchestras – showcase of the best (and diversity) of Masterton
48. Employ an Arts and Culture Manager
49. Annual raft race and/or swim down the Ruamahunga
50. Expand library so there is more space for activities
51. Support and encourage family-orientated activities, events and venues: family-friendly venue with a café/snack bar and ten-pin bowling, air hockey, play area for children etc.; Chipmunks/Lollipops type child’s indoor play area; beer garden with a family-friendly emphasis; community-designed and built family centre in the park
52. Theme park
53. Ice skating rink in the swimming pool complex
54. Develop measurement indices that give an accurate approximation of the levels of violence in our community
55. More research into root causes of violence and drug/alcohol use/abuse and successful interventions to address these
56. Workplace health policies - nutrition policies to encourage healthy food choices; physical activity policies to encourage physical activity; smoking cessation programmes
57. Make all food vendors display healthy food posters and provide at least one healthy food option (even if it’s a bowl of fruit) at all public events
58. Employ a local Green Prescription Coordinator
59. Put signs in places like Henley Lake that show how many steps people have taken e.g. one lap = X km = X steps to encourage exercise
60. Regular health status reports from those in the health sector to Councillors
61. Increase the availability of condoms through conveniently placed vending machines
62. Increase the number of “sharps” (mainly needle) collection boxes in the community for people who use needles – e.g. diabetics, drug users etc.
63. Name heritage buildings and have a trail people can follow
64. Establish a Maori GP clinic
65. Approach tertiary institutions to use the Wairarapa as a health case study to develop a better understanding of health needs and how these can be addressed

Community Outcome 5: Safe and Efficient Transport

1. Improve roads between Masterton and Wellington / Palmerston North
2. Improve public transport between Masterton and Wellington/PN
3. Undertake youth driver education
4. Introduce a tramway through town
5. More regular train services within the Wairarapa
6. High speed train links for Masterton to Wellington line
7. Dial-A-Bus service
8. Investigate alternative transport options
9. Free buses for students within the Wairarapa
10. More speed bumps / judder bars
11. Develop a road tunnel through the Rimutakas
12. More public parking around the Park, Genesis Energy Recreation Centre and near the shops
13. Ban all cars from the Central Business District and make it a pedestrian area only
14. More bus services within the District e.g. around town, to the coast in summertime and to local events
15. Coastal Highway from Wellington to Masterton
16. Double the width of State Highway 2
17. Build a controlled race track for “boy racers”
18. More pedestrian crossings
19. Subsidise public transport to make it more affordable
20. Hop on/hop off type bus running from various sites and attractions in town
21. Resume train services to Palmerston North and Hawkes Bay
22. Early morning train service from Wellington back to Masterton on Monday's to enable people who have been away for the weekend to get back in time for work
23. Evening transport to/from Wellington that links with events that are on
24. Regional international airport
25. Air services to/from Kapiti Coast
26. Bicycle rental scheme in the Central Business District as they have in Palmerston North
27. Re-route the miniature train in the park so that it runs between the park and Genesis Energy Recreation Centre

Community Outcome 6: Buoyant Local Economy

1. Establish a business mentoring support network
2. Establish a combined central recruitment site to assist local employers
3. Promote the region overseas i.e. international marketing
4. Research re economic growth/development potential
5. Better directional signage to special events like Golden Shears
6. Create murals and more sculptures around town to enhance the look of our Central Business District
7. Revamp the North End of town
8. Offer incentives for retailers who upgrade the appearance of their shops and improve signage on buildings
9. Look for ways of producing cheaper electricity
10. Investigate options for telecommuting
11. Schedule school holidays to meet fruit-picking needs
12. Explore opportunities for job sharing
13. Introduce four-day working weeks
14. Make wireless internet available throughout the Central Business District
15. Set standards for shop design/presentation and enforce
16. Put all power lines underground to enhance the look of the town
17. Set a theme for the town centre (e.g. quaintness of yesteryear) and make sure all buildings etc. conform to this
18. Replace all old buildings in the town centre
19. Grow more food locally
20. Set up a logging station in Masterton
21. Investigate indoor hydroponic growing systems for fruit and vegetables
22. Implement the irrigation scheme
23. Support to expand and develop our vineyards/wine industry
24. Set up a technology park with communications and IT infrastructure to support Wellington businesses that can't afford to rent office space in the city – provide administration, communication and IT support remotely
25. Rebuild the meat works
26. Explore opportunities to produce more finished products from the logs we produce
27. Covered shopping mall
28. Look for overseas investment in the town
29. More outdoor recreation, cultural, eco-tourism and indoor attractions/ activities
30. Expand Masterton's A&P Show and promote it as a traditional rural A&P Show experience
31. Develop Castlepoint as a freight or fishing harbour
32. Every time someone digs up the road Council installs ducting cable for housing fibre optic cable - like Citylink in Wellington
33. Grow the café culture
34. Internet café
35. Develop Upper Plain shopping centre

36. More street carnivals, boulevard days, market days, mardi gras etc.
37. Brand the Wairarapa “Events Capital” and work to attract, develop and promote more events
38. Supply cheap housing for seasonal workers (e.g. students and backpackers) to attract them here for summer seasonal work
39. Survey foreign travellers to the area re their perceptions of Masterton – what they liked, what we could do better to attract tourists etc.
40. Welcoming signage at the train station and information about what to do in Masterton for visitors
41. Use Queen Elizabeth Park for trade exhibits
42. Promote Highway 2 as a viable link from the Capital to the East Coast
43. Business expos to promote local businesses
44. Open a “classy” souvenir shop with quality Masterton products and crafts
45. Develop the Waipoua into the “Southbank” of our central business district with cafes, activities etc. and link with the existing Central Business District and Queen Elizabeth Park, Henley Lake etc.
46. More Maori business ventures

Community Outcome 7: Grow Masterton

1. Survey people who are leaving to find out their reasons for leaving and their perceptions of Masterton
2. Survey people who have turned down job offers to find out their reasons for not taking up the offer/ perceptions of Masterton
3. Brand ourselves “Sustainable Wairarapa”
4. Investigate housing subsidies for young people who stay here or come here to work and/or first home buyer subsidies
5. Investigate incentives to encourage creative people to come here – position Masterton as a creative centre
6. Research what would make retired people come here – position Masterton as a retirement centre
7. Identify people with talent/skill and invite them to come and live here
8. Look for ways to reduce commuter time to encourage more Wellington people to move here permanently
9. Offer grants and/or incentives to new businesses setting up in Masterton
10. Offer development grants to businesses here now to enable them to expand and encourage them to stay
11. “Invite a friend day” – invite friends from outside the area to visit and promote the District via pre-arranged tours, exhibitions etc.
12. Promote and build on the excellent reputation of local primary and secondary schools here
13. “Spend a Family Day in Masterton” – promote the park, aviary, pool, Shear History, Aratoi etc.

Appendix 4: Indicators and Measures

What is an indicator?

An indicator is a parameter that can be measured (e.g. a distance from a goal, target, threshold or benchmark) to show trends or changes in a particular condition. They are reactive to change and simplify complex data into readily usable information that can be used to communicate complex trends or events. Indicators reduce the number of measurements that are normally required to give a complete picture of a situation (Statistics NZ, 2006).

What were our criteria for choosing indicators?

Available	Already being measured (existing data and information) wherever possible
Affordable	Easy to access and/or measure data Simple to monitor Do not require huge expense to obtain and/or measure
Applicable	Able to measure changes on an appropriate scale e.g. over time Relevant to the outcome being measured Provides information at a level appropriate and useful for decision making Already recognised (i.e. tested and validated) as a measure of the outcome it is applied to at a national level
Simple and easily understood	Simple to interpret and publicly appealing Clearly informs about the extent of the issues of interest

Community Outcome 1: Sustainable Use of Environment

Sustainable management and use of natural resources and infrastructure, now and for the future.

What changes would show progress towards this outcome?

- Increased levels of protection/preservation of natural resources
- Reduced pollution
- Enhanced natural environment
- Enhanced level of environmental awareness

How can we measure progress?

Indicator	Explanation	Representative Measure	Source of Measure
Green space (parks)	Parks are public “green spaces” that serve multiple purposes from enhancing and protecting the environment, to providing venues for social and recreational interaction.	Hectares of park per 1000 residents	Local Government Yardstick Report
Pest Management	The eradication of identified pest plants and animals enhances our natural environment and better enables native plants, fauna and animals to survive and thrive.	Number of identified pest plant (as identified in Greater Wellington Regional Council Pest Plant Strategy) Sites and percentage of sites noted as clear of identified pest pests Pest Animal Eradication - Greater Wellington Regional Council will advise	Greater Wellington Regional Council

Water quality	Maintaining good drinking water quality is critical to human health and quality of life outcomes. Improvements in this indicator ensure that less of the population is at risk of water-borne disease and other contaminants. Water is of particular significance to Māori, who believe that all elements of the environment, including water, possess a life force or 'mauri'. Good quality drinking water is therefore an essential component of New Zealanders' physical, social and cultural well-being.	Compliance with New Zealand Drinking Water Standards and rating Interim recreational grades for sites monitored in the Masterton District	Masterton District Council Water Quality Report Greater Wellington Regional Council Recreational Water Quality Report
Air quality	National Environmental Standards (NES) for air quality under the Resource Management Act 1991 require regional councils to achieve minimum national ambient air quality levels to protect human health. Monitoring air quality and managing the impact on local and regional air quality is important for regional and territorial authorities around the country.	Concentrations of airborne chemicals and particulates against air quality standards.	Greater Wellington Regional Council State of the Environment Report
Behaviour change	Awareness of environmental issues can lead to behaviour change. It is important that people are aware of the impacts of their behaviour and ways in which they can contribute to a clean, green environment.	Proportion of waste that is recycled	Waste Management Wairarapa
Satisfaction with preservation of the natural environment	People's subjective perceptions about the quality of action undertaken to preserve the environment is not always linked to the actual quality. However, at a population level trends over time indicate whether people are generally more or less happy with the action being taken.	Proportion of people who report being very/fairly satisfied with action to preserve the environment	Masterton District Council Customer Satisfaction Survey

Community Outcome 2: Educated and Knowledgeable People

Life-long learning and development, to achieve personal, life, community and work goals.

What changes would show progress towards this outcome?

- Enhanced skill levels in the workforce
- Increased literacy and numeracy levels
- Increased awareness of and action regarding community issues
- Increased involvement in education

How can we measure progress?

Indicator	Explanation	Representative Measure	Source of Measure
Educational attainment	Measuring the qualification levels of a region's population aged 15 years and over helps to identify the job readiness of the future labour force. An educated population adds to the vibrancy and creativity of a city and is needed to remain competitive in the global economy.	Proportion of adults aged 15+ with educational achievement to at least upper secondary and tertiary level	Statistics NZ - Census
Early childhood education	The stimulation of learning at an early age has an important bearing on future educational achievement. Social and academic development within early childhood programmes is likely to make the transition to formal education easier. Early childhood education can help reduce the achievement gap separating low-income and more advantaged children. As disadvantage tends to be cumulative, attaining strong foundations early is important.	Number of 3 and 4 year olds participating in early childhood education	Ministry of Education
School leaver qualifications	Qualification levels influence an individual's opportunities to gain employment and/or go on to further education and therefore impact on his/her "life chances".	Proportion of school leavers leaving school with identified levels of qualification	Ministry of Education

Voting at local body elections	Voting in a democratic process is the main vehicle through which citizens can express their political will. It is one of the most fundamental roles and responsibilities given to citizens, and is the key to effective governance. Voting may also reflect an individual's interest in/knowledge of issues and willingness/ability to participate.	Percentage of enrolled electors voting at last local government election.	Department of Internal Affairs
Internet access in the home	The Internet can enhance access to information and learning opportunities, especially distance study. This indicator was selected because it can provide a perspective of the potential for residents to access information that may enhance their knowledge and skills.	Proportion of the population with Internet access.	Statistics NZ - Census

Community Outcome 3: Equitable Society

Diversity of the community is appreciated, respected, celebrated and encouraged.

What changes would show progress towards this outcome?

- Greater appreciation of and support for diversity
- Increased ability to access and express one's culture
- Fewer people living in deprivation
- Increased diversity of people actively involved in community through workforce, sport, other?

How can we measure progress?

Indicator	Explanation	Representative Measure	Source of Measure
Number of languages spoken	Language is a central component of cultural identity. The number of people who speak more than one language may therefore be indicative of the diversity of our community.	Proportion of people who can speak 2+ languages	Statistics NZ - Census
Māori language speakers	Māori is an oral culture. Therefore, the level at which te reo Māori is spoken within the community provides a proxy measure for assessing the cultural well-being of New Zealand's indigenous population. Cultural well-being is influenced by an individual's ability to access his/her culture and support to do so.	Proportion of Māori speakers in the Māori population	Statistics NZ - Census
Social deprivation	The economic and social circumstances of our residents impact significantly on their ability to provide for their everyday needs and to participate fully as members of their communities. Deprivation scores generally reflect the ability of households in New Zealand to achieve positive outcomes in areas such as health, income, education and employment.	New Zealand Deprivation Index	DHB / Ministry of Health

Community Outcome 4: Vibrant, Strong and Healthy Communities

Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people get involved and contribute.

What changes would show progress towards this outcome?

- Increased social cohesion
- Increased participation in civic activities
- Increased diversity of people actively involved in community through work, sport, other
- Improved health outcomes
- Safer environment
- More diversity of activities and events on offer

How can we measure progress?

Indicator	Explanation	Representative Measure	Availability of Measure
Life expectancy	Life expectancy is a key indicator of the general health of the population. Improvements in life expectancy reflect improvements in social and economic conditions, lifestyle, access to health services, and medical advances.	Life expectancy at birth	Wairarapa District Health Board
Physical activity rates	Physical activity has been proved to reduce the likelihood of getting, and symptoms of, a number of health conditions from obesity and diabetes to depression. A more active community is likely to be a more healthy community.	Proportion of the population who report regularly participating in physical activity	Wairarapa District Health Board Health Survey
Perception of safety	Feeling safe is fundamental to well-being. Anxiety and worries about victimisation detract from well-being, and may cause people to alter their behaviour to avoid being victimised. This limits people's options and can reduce their freedom. People's subjective perceptions about safety are not always linked to the actual risk of becoming a crime victim.	Proportion of people who reported feeling safe in the community	Masterton District Council – Customer Satisfaction Survey

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Voting at the elections	Voting in a democratic process is the main vehicle through which citizens can express their political will. It is one of the most fundamental roles and responsibilities given to citizens, and is key to effective governance. The general election system is the process used to elect Members of Parliament, who represent a local community in national affairs. The territorial local authority electoral system is the process used to elect city and regional councils, and community and district health boards.	Percentage of enrolled electors voting at the last local government election	Department of Internal Affairs
Telephone and Internet access in the home	Communicating with others is fundamental to ensuring a healthy society. Electronic communication media can facilitate social interaction, stimulate learning and overcome mobility barriers to keeping people connected. This indicator was selected because it can provide a perspective of the potential for residents to communicate with others and remain involved in community life.	Proportion of the population with telephone and/or Internet access.	Statistics NZ - Census
Household access to a motor vehicle	Participation in community activities and events is fundamental to ensuring a healthy community. Access to transport can impact on an individual's ability to participate, and their ability to access services. Access to a motor vehicle can indicate access to transport that will better enable them to participate in society.	Proportion of households with access to a motor vehicle.	Statistics NZ - Census
Quality of Place	Quality of life captures factors that are important to people including their ability to live the life they choose, to participate, to be connected, healthy and happy. These factors are often influenced by changes in the social, cultural, economic and/or environmental climate of a community. People's subjective perceptions are not always linked to actual changes in social, cultural, economic or environmental factors.	Proportion of people who reported perceiving Masterton as being a better place to live than it was three years ago	Masterton District Council –Customer Satisfaction Survey

Community Outcome 5: Safe and Efficient Transport

A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.

What changes would show progress towards this outcome?

- Better roads, streets and footpaths
- Better public transport
- Reduced air pollution from transport
- Fewer road crashes

How can we measure progress?

Indicator	Explanation	Representative Measure	Availability of Measure
Injury rates	The increasing number of cars on roads brings greater risk of injury from motor vehicle incidents. Measuring the number of injuries helps assess this risk.	Injury rates from motor vehicle accidents	NZ Transport Agency, Road Safety Issues Report
Road casualties	Road deaths are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes inflict considerable pain and suffering on individuals, families and communities, as well as on other road users, emergency service providers, health workers and others.	Road casualty rates	NZ Transport Agency, Road Safety Issues Report
Satisfaction with roads, streets and footpaths	The continued reliance on the motor vehicle in New Zealand has created congestion pressures and affects the ease of travel within and outside of districts. Consequences include delays in travel time and the movement of goods, individual stress and frustration. People's subjective perceptions about quality of roads, streets and footpaths are not always linked to the actual quality. However, at a population level trends over time indicate whether people are generally more or less happy with the service provided.	Proportion of people who reported being "very/fairly satisfied" with the roads, streets and footpaths in our District	Masterton District Council - Customer Satisfaction Survey

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Provision of public transport	Public transport is important as a means of enabling people to travel throughout the District and to neighbouring districts impacting on their access to social, health and other services. The use of public transport may also result in reduced use of private motor vehicles and therefore less air pollution.	Metlink Wairarapa bus and train timetable	Greater Wellington Regional Council – Metlink Transport Timetable
Air quality	The continued reliance on the motor vehicle in New Zealand results in the increased use of fossil fuels, which is a key contributor to air pollution. Motor vehicles have been identified as a key contributor to air pollution.	Concentrations of airborne chemicals and particulates against air quality standards.	Greater Wellington Regional Council State of the Environment Report

Community Outcome 6: Buoyant Local Economy

Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.

What changes would show progress towards this outcome?

- Increased diversity of economic activity
- New businesses
- Economic growth
- Enhanced employment opportunities
- Improved incomes

How can we measure progress?

Indicator	Explanation	Representative Measure	Source of Measure
Tourism	The number of short-term visitor arrivals in New Zealand and the number of bed nights purchased by tourists (both domestic and foreign) indicate the level of growth in a significant component of domestic economic activity.	Average number of guest nights purchased	Destination Wairarapa
Building	Building and construction activity is a significant early indicator of overall economic activity. The level of residential building reflects population growth, interest rates, house price inflation and household income growth. Non-residential building relates to government spending and business investment.	Number and value of building consents	Masterton District Council
Income	Income is a key indicator of individual, family and community well-being. Income levels indicate the ability of people to purchase essential and non-essential goods and services including food, housing, health, education, leisure and transport. It is the single most important changeable factor related to health and quality of life in general.	Median household income	Statistics NZ - Census

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Unemployment	This is a key indicator of labour market outcomes and lack of access to employment. The unemployment rate is an important reflection of overall economic conditions and of the ease with which people are able to move into employment.	Unemployment rate AND Number of unemployment benefits per 1000 population	Statistics NZ – Census and Department of Labour
Employment Opportunities	The number of positions available indicates employment opportunities in the District. The diversity of the work available reflects the diversity of business represented in a region. A diverse range of roles represents opportunities for a range of individuals and also reflects a range of economic investment. A diverse profile represents a range of economic investment and also offers protection to the community should one sector experience a downturn.	Number of Full Time Equivalents by sector AND Proportion of people employed in each sector	BERL (economic consultants) Wairarapa Report
Economic growth	Economic growth underpins opportunities that exist for new business, employment and improved income. These factors can in turn contribute to economic growth.	Approximate value-added GDP compared to national average	BERL (economic consultants) Wairarapa Report

Community Outcome 7: Grow Masterton

Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.

What changes would show progress towards this outcome?

- Increased population size
- A balanced demographic profile

How can we measure progress?

Indicator	Explanation	Representative Measure	Source of Measure
Population growth	People tend to relocate to environments that are perceived to offer lifestyle, work and economic opportunities. More people can mean more opportunities and can also contribute to the achievement of other outcomes.	Population size	Statistics NZ - Census
Demographic Profile	The demographic profile of our District reflects the types of people who choose to live in the area and shows whether we have achieved balance and diversity. With world-wide competition to attract people of working age to support the ageing population, it is important for us to maintain a balanced profile.	Demographic profile of population by age, gender, ethnicity and location	Statistics NZ - Census

